

Fray Bentos Chicken Curry Pie

Baxters Food Group

CMR Ref: 240216 8-8

Price: £2.00

Size: 425g

Overall Product Rating: Taste Test

Top Category to Market

On Pack Marketing

27

Not for me / us **48%**
 For midweek **40%**
 A good standby **36%**



Score out of 50
 Average for the category: 32

*percentage of participants who selected fit of product

Want to know more about the sales potential of this product?

Email foodfax@cambridgmr.com or call 01223 492050 for the full report on what drives consumer ratings.

POT SNACK MEALS CATEGORY AWARDS

QUALITY

TASTE

VALUE

Reviewer Comments

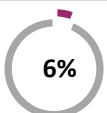
Star Rating

% Who Rated

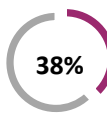
Reviewer Comments*



Typical Fry bentos pie. I actually like this pie flavour. I never thought I would like chip shop Curry in a pie. Very different
 Lovely curry flavour
 Lovely taste



Various types of these pies have been around for years Always good quality Good taste Good texture
 I enjoy these pies I would buy to have as a standby like this different flavour good
 Lovely rich curry



Ok flavour
 Nice and basic, good standby but nothing special
 Tasted like fish shop curry sauce, pastry soggy and difficult to cut out of tin



A bit stodgy. Not much chicken. Not sure about the curry sauce.
 Poor quality Poor quality chicken Not very easy to get out of the packaging Looks like a dog's dinner
 Artificial curry flavour Cheap brand
 Too spicy & didn't look appetizing



The packaging very old fashioned. Tastes like chip shop curry sauce
 I found this rather a poor pie. It was quite tasteless and the amount of meat and ingredients were very poor especially given the brand
 Cheap and nasty, horrid flavour, texture weird

* Reported verbatim as made by our reviewers



Nutrition per 100 g/ml

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
171	8.4	3.9	16	3.1	2	6.9	0.69

Recommended Daily Allowance (%)

Energy (Kcal)	Total Fat (g)	Sat Fat (g)	Carb (g)	Sugars (g)	Fibre (g)	Protein (g)	Salt (g)
8%	10%	14%	5%	10%	7%	14%	12%

Daily Intake percentages are based on the requirements for an average female with no special dietary requirements and an assumed energy intake of 2000 kcal.